

Snell & Wilmer

L.L.P.

LAW OFFICES

One Arizona Center
400 East Van Buren
Phoenix, Arizona 85004-2202
(602) 382-6000
Fax: (602) 382-6070
www.swlaw.com

**RECEIVED
CENTRAL FAX CENTER**

JUL 24 2006

PHOENIX, ARIZONA
TUCSON, ARIZONA
IRVINE, CALIFORNIA
SALT LAKE CITY, UTAH
DENVER, COLORADO
LAS VEGAS, NEVADA

JUL 24 2006

FACSIMILE TRANSMISSION

DATE: July 24, 2006

TIME IN:
TIME OUT:

TO:	Name	Fax Number	Phone Number
	Mail Stop AMENDMENT Commissioner for Patents	571-273-8300	

FROM: Howard Sobelman PHONE: 602-382-6228

RE: U.S. Serial No. 10/010,947

MESSAGE: Response to Notice of Non-Compliant Amendment (6 pgs.)

Thank you.
Howard Sobelman

Please confirm receipt of this facsimile.

ORIGINAL DOCUMENT: Will not be sent NUMBER OF PAGES (Including Cover): *7*

CONFIRMATION NO.: CLIENT MATTER NO.: 40655.7600

PLEASE RETURN TO: Debbie Micr 15s04 PERSONAL FAX: No

REQUESTOR: Howard Sobelman DIRECT LINE: 602-382-6228

IF YOU HAVE NOT PROPERLY RECEIVED THIS TELECOPY, PLEASE CALL US AT (602) 382-6075.
OUR FACSIMILE NUMBER IS (602) 382-6070.

THE INFORMATION CONTAINED IN THIS FACSIMILE MESSAGE IS ATTORNEY PRIVILEGED AND CONFIDENTIAL INFORMATION INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY NAMED ABOVE. IF THE READER OF THIS MESSAGE IS NOT THE INTENDED RECIPIENT, OR THE EMPLOYEE OR AGENT RESPONSIBLE TO DELIVER IT TO THE INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT ANY DISSEMINATION, DISTRIBUTION OR COPYING OF THIS COMMUNICATION IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE IMMEDIATELY NOTIFY US BY TELEPHONE, AND RETURN THE ORIGINAL MESSAGE TO US AT THE ABOVE ADDRESS VIA THE U.S. POSTAL SERVICE. THANK YOU.

RECEIVED
CENTRAL FAX CENTER

JUL 24 2006

CERTIFICATE OF FACSIMILE PURSUANT TO 37 C.F.R. §1.8

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office at (703) 872-9306 and addressed to, Mail Stop AMENDMENT, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on:

Date: July 24, 2006By: Deborah A. Mie

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

Applicant(s):	Mark Haines, et al.	Docket No.:	10655.7600
Serial No.:	10/010,947	Group Art Unit:	3622
Filed:	November 6, 2001	Examiner:	Alvarez, Raquel
Title:	SYSTEM AND METHOD FOR NETWORKED LOYALTY PROGRAM	Confirmation No.:	5619

RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Arlington, VA 22313-1450

Dear Commissioner:

In reply to the Notice of Non-Compliant Amendment dated July 18, 2006, in which this Reply is filed within the shortened one month period of reply, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 5 of this paper.